

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Shorr & Associates
1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

<u>Contract / Revision</u> 572219 /		<u>Alt Order #</u> 09780765
<u>Product</u> BALDWIN FOR SENATE		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 08/30/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NW80	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	10/23/12	10/29/12	M-F 5a-530a	5a-530a		:30			NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$335.00			
N 2	6	10/23/12	10/29/12	M-F 530a-6a	530a-6a		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$415.00			
N 3	6	10/23/12	10/29/12	M-F 6a-7a	6a-7a		:30			NM	10	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				10	\$585.00			
N 4	6	10/23/12	10/29/12	M-F 7a-8a	7a-8a		:30			NM	10	\$6,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				10	\$635.00			
N 5	6	10/23/12	10/29/12	M-F 8a-9a	8a-9a		:30			NM	10	\$5,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				10	\$565.00			
N 6	6	10/23/12	10/29/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$300.00			
N 7	6	10/23/12	10/29/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$315.00			
N 8	6	10/23/12	10/29/12	M-F 3p-330p	3p-330p		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$165.00			
N 9	6	10/23/12	10/29/12	M-F 9a-10a	9a-10a		:30			NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$335.00			
N 10	6	10/23/12	10/29/12	M-F 4p-430p	4p-430p		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$315.00			
N 11	6	10/23/12	10/29/12	M-F 430p-5p	430p-5p		:30			NM	5	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$385.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
572219 /	09780765

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	BALDWIN FOR SENATE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Baldwin/D/Senate	08/30/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
												Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 12	6	10/27/12	10/27/12	Sa 6p News	6-630p		:30			NM	1	\$435.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S-				1	\$435.00				
N 13	6	10/28/12	10/28/12	Su 530-6p News	530-6p		:30			NM	1	\$435.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$435.00				
N 14	6	10/28/12	10/28/12	Su 5-530p News	5-530p		:30			NM	1	\$435.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$435.00				
N 15	6	10/23/12	10/29/12	M-F 5p-530p	5p-530p		:30			NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/12	10/29/12	MTWTF--				5	\$500.00				
N 16	6	10/23/12	10/29/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,425.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/12	10/29/12	MTWTF--				5	\$485.00				
N 17	6	10/23/12	10/29/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/12	10/29/12	MTWTF--				5	\$550.00				
N 18	6	10/23/12	10/29/12	M-F 630p-7p	630p-7p		:30			NM	5	\$2,825.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/12	10/29/12	MTWTF--				5	\$565.00				
N 19	6	10/23/12	10/29/12	M-F 1035p-1105p	1035p-1105p		:30			NM	5	\$2,175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/12	10/29/12	MTWTF--				5	\$435.00				
N 20	6	10/23/12	10/29/12	M-F 10p-1035p	10p-1035p		:30			NM	5	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/12	10/29/12	MTWTF--				5	\$1,200.00				
N 21	6	10/27/12	10/27/12	Sa 8a-9a	8a-9a		:30			NM	1	\$315.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S-				1	\$315.00				
N 22	6	10/28/12	10/28/12	Su 8a-9a	8a-9a		:30			NM	1	\$335.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$335.00				
Totals											105	\$51,305.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	85	\$41,435.00	\$35,219.75
10/29/12 - 10/29/12	20	\$9,870.00	\$8,389.50
Totals	105	\$51,305.00	\$43,609.25

Signature: _____ Date: _____

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